



**Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program**

Submitted Date: 8/20/2009 1:08:37 PM	Easygrants ID: 2879
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	Applicant Organization: Santa Fe Civic Housing Authority
Task: Submit Application - Non-Infrastructure Programs	Applicant Name: Ed Romero

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A. General Application Information

1. Applicant Information	
1-A. Name, Address, and Federal ID for Applicant	
i. Legal Name:	Santa Fe Civic Housing Authority
ii. Employer/Taxpayer Identification Number (EIN/TIN):	850385312
Street 1:	664 Alta Vista Street
Street 2:	
City:	Santa Fe
County:	Santa Fe
State:	NM
Country	United States
Zip/Postal Code:	87505

1-B. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix:	
First Name:	Ed
Middle Name:	
Last Name:	Romero
Suffix:	
Telephone Number:	505-988-2859
Fax Number:	
Email:	edromero@sfcha.com
Title:	Executive Director

1-C. Other Required Identification Numbers



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Prefix:	
First Name:	Ed
Middle Name:	
Last Name:	Romero
Suffix:	
Telephone Number:	505-988-2859
Fax Number:	
Email:	edromero@sfcha.com
Title:	Executive Director

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i. Organizational DUNS:	185269495
ii. CCR # (CAGE):	39VU4
iii. Funding Opportunity Number:	2
iv. Catalog of Federal Domestic Assistance Number:	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

1-D. Organization Classification

Local, State, or Other Government Entity

1-E. Applicant Federal Debt Delinquency Explanation

Is the Applicant Delinquent On Any Federal Debt?
No

Federal debt delinquency Explanation:
We have no federal debt delinquency.

1-F. Congressional Districts of:

Applicant: New Mexico - 3

Program/Project
New Mexico - 3

2. Project Title and Project Description

2-A. Project Title : Public Computer Labs

2-B. Project Description: Our Agency proposes two Public Computer Labs offering Broadband access and computer generated classes for a wide range of educational and social service programs that decrease the drop-out rate, and increase jobs to generate economic mobility. This bilingual project demonstrates



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the culture and economic bridging capabilities of New Media Literacy in populations that speak little or no English.

3. Project Type

Classify the particular project type for which you are seeking federal funding.

Project Type: Public Computer Center

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas

No multiple submissions.

5. Estimated Funding (\$):

Estimated Funding (\$):	
Federal	177,600
Applicant	37,000
State	
Local	
Other	
Program Income	
Total	214,600

B. Eligibility Factors

6. Eligibility Factors.

The application must be completed fully, and all required supplemental documentation must be attached.



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Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.
Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.
Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirements.

Yes

Matching Fund Waiver Request Explanation

None requested.

C. Executive Summary

7. Executive Summary of Overall Proposal:

The Santa Fe Civic Housing Authority (SFCHA), in partnership with the Santa Fe Regional Telecommunications Coalition (SFRTC), proposes to provide high speed, computer access to largely Hispanic, low-income families, disadvantaged youth, Head Start mothers, the disabled and the elderly at the Hopewell-Mann (Villa Esperanza) and Gallegos Lane (Villa Verde) public housing sites and their low-income environs. Evethough these public housing developments are known locally by their street names, the official names are Villa Esperanza and Villa Verde.

The Public Computer Centers will offer a way into the marketplace of ideas as well as basic skills necessary to succeed in school and the workplace. Broadband availability (and requisite



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training for use) on public housing sites will connect our underserved and largely monolingual Spanish-speaking residents to the nation in which they live. The Centers will be located in the midst of the highest concentration of subsidized housing in Santa Fe. 93% of our target population self-identifies as Hispanic.

Given the predicted demographic rise in the nation’s Hispanic population and concomitant educational and employment issues, our project will be a prototype for other communities. We will document the results of our innovate approach to economic development and stand ready to consult with communities seeking advice on building similar Centers. Our Public Computer Centers will combine computer and Broadband-based learning with community building and one-stop social services.

Santa Fe residents living in public housing report the City’s lowest rate of access to the advantages provided by Broadband. Only 5% of low-income public housing residents are regular computer users and most do not have home access. Publicly available after-school access is negligible, which further isolates an already marginalized community. Families living in SFCHA housing subsist on an average annual income of \$9,470.40. Women head more than 70% of SFCHA households. In most schools serving the area, over 90% of the student population qualifies for free or reduced lunch.

A Needs Assessment conducted from May through October 2006, by SFCHA, the Santa Fe Community College and the Triangle District Project (a group of community activists) found that our target population clearly expressed the need for the advantages provided by Internet access. We estimate that within five years 80% of our residents will make use of the Public Computer Centers.

In Santa Fe, the need for community-based educational and job-training opportunities cannot be overstated. The New Mexico public school system consistently ranks among the nation’s most inadequate. According to local education officials, not one public school servicing the children of families housed by SFCHA has passed the state’s Adequate Yearly Progress testing, (AYP). Santa Fe High School (attended by our adolescent tenants) reports that only 33% of its students attend with regularity. These numbers fall far short of state standards. They fuel an extraordinarily high drop-out rate (13.62%), the results of which seem to correlate with increasing levels of teenage crime, vandalism and gang activity. Every year we wait, another cohort of “majority minority” students pass into the difficult phase of adolescence without a solid foundation for entering society as productive, engaged citizens.



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In the high-density poverty communities SFCHA serve parents, the very young, and the elderly often live in fear of gangs of disaffected teenagers. Providing Broadband-based educational and job training opportunities in a safe communal environment could begin to reverse this trend. If, as we have just witnessed, Broadband access can support democratization movements in Iran, Broadband can certainly open doors right here at home. Broadband access, and computer literacy improves educational opportunities and increases access to labor markets.

Cutting edge software programs (many linked directly to the Santa Fe Community College) will enable a network of tutors and teachers to provide residents with state-of-the-art educational resources. School children, English as a Second Language (ESL) learners as well as General Education Diploma (G.E.D) students will be among the Public Computer Centers' many beneficiaries. Easy access (within walking distance of residents many of whom do not own vehicles) and extended hours will maximize the number of individuals we can serve. Broadband-based educational and workforce training programs, links with school and libraries, tutoring and homework help programs linked to Pinnacle (a program used in Santa Fe's public schools to track student attendance and academic progress) will be supported by one-stop access to a host of traditional social services. Networking with Santa Fe's formidable arts community, the Centers will offer innovative arts and theater programming that has proven successful with marginalized youth. Broadband will allow a variety of resident advisory committees to communicate with other groups involved in uplift projects around the state and nation. When mothers need childcare during class times, the Centers will provide arts workshops for the children. In time, we will add classes in early childhood development and skilled and compassionate parenting.

SFCHA's Executive Director, Ed Romero, has previously applied Broadband technology to create and streamline information systems for state and local governments. He has been intimately involved in laying the conceptual groundwork for the Public Computer Centers. During his tenure, HUD has consistently designated SFCHA a High Performing Agency. The overall cost of this project is \$214,600.00. SFCHA commits to sustain funding after the two-year grant period expires.

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives



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8. Project Purpose

Currently only 5% of public housing residents of Hopewell-Mann and Gallegos Lane have access to high-speed technology. According to the HUD database system, this population falls 30% below current Income Limit guidelines used by HUD. Only 26% are employed and earning wages. Adjacent housing includes the Sangre de Cristo complex, a fully subsidized HUD project for low-income residents, as well as low-income housing built using tax credits. We view high-speed Broadband as a gateway technology with the potential to substantially contribute a comprehensive approach to community uplift. By the end of the funding cycle, we project that 80% of this population will have taken advantage of the Public Computer Centers’ programs, thus achieving BTOP statutory objective number 3: To provide Broadband education, awareness, training access, equipment, and support to community anchor institutions that provide job-creating strategies for vulnerable populations.

The Public Computer Centers primary mission includes, but is not limited to, offering services to Hispanics living at or below poverty income guidelines. The income of residents of two the public housing sites where the Centers will be located falls 30% below current income limit guidelines. Only 26% are employed, and most children attend schools that consistently fail to meet state standards.

Since its inception in the 1960s, the public housing movement in the United States has learned many lessons the hard way. In Santa Fe, we have learned that housing isn’t enough. Economic development begins with nurturing human capital. Providing residents with the technological assets many Americans take for granted fosters the community building that is an essential precursor to economic development. Computers and Broadband access allow individuals to discover their academic, artistic and technological strengths and pace their own learning. Our users will be predominantly Spanish-speakers and thus more prone to becoming computer literate using visual technologies. Therefore, we will maximize AutoCAD’s visual communications software applications as a gateway technology fostering bilingualism and employability. Demographics and global economic trends tell us that bilingual workers are the wave of the future.

The Centers will act as alternative educational support, which leads to dropout prevention. They will also focus on effective job skills training. Partnering with job assistance agencies such as Santa Fe Workforce Connections, YouthWorks and SER Jobs for Progress will



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facilitate training for job preparation and actual job placement. Other local agencies and institutions including Santa Fe Community College, Presbyterian Medical Services, the Santa Fe Extension Office of the College of Agriculture and Home Economics, the Boys and Girls Club, will also enhance synergy in creating a viable pipeline to educational opportunity as well as job training and placement. Broadband will augment remedial education classes, homework tutorial help, ESL classes, GED classes as well as on-site assistance with college scholarship and entry applications. College is still the best way to achieve higher income levels. Students who attend the Centers regularly and become high achievers will receive small stipends from partners as they become equipped to pass their newfound knowledge on to others. Our philosophy, summarized by the slogan “each one help one” will build community and empower individuals.

9. Recovery Act and Other Governmental Collaboration.

SFCHA has leveraged a variety of funds in innovative ways for all its projects. In the case of the Public Computer Centers, SFCHA is committed to contributing \$36,000 in cash as leverage to cover costs for software, Broadband hook-up and monthly fees. This contribution will also provide for information technology support at both Centers. SFCHA will pay networking costs not covered by this grant.

Construction of the Hopewell-Mann Community Center, in which one of our Public Computer Centers will be located, is slated to begin on September 1, 2009. The Center's construction funding includes private and public sources. We have leveraged funds from the State's Capital Improvement Program, \$50,000; the State's Capital Outlay Fund, \$235,000; the City of Santa Fe's operating budget, \$165,000; the City's Community Development Block Grant fund, \$55,000; and private donations totaling \$30,000.

10. Enhanced Services for Health Care Delivery, Education, and Children

The proposed Public Computer Centers will be a safe haven for our impoverished communities offering children and parents opportunity in their own neighborhood. Many of the parents in our target populations are monolingual Spanish-speakers. When children enter the school system, parents are not equipped with the language skills to check or facilitate homework. Pre-teens and adolescents often live in cultural conflict with their parents. All our programming will be available in both Spanish and English. Allowing children to become early adopters while receiving homework help and tutoring using exciting, colorful, audio-visual software, can serve as a cost-effective path into the mainstream for children currently



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isolated within our midst.

The Centers will offer high intensity tutorials for children and adolescents attending local schools. The Centers' tutoring programs will link (with parental and school permission) to Pinnacle, an on-line database that will allow the Centers' tutors and parents to track student attendance and academic progress. SFCHA has a long history of working with local agencies for the betterment of the children residing in public housing. It is no secret that the most successful way to break the cycle of poverty is to educate children. Our partner community agencies will offer, nutrition education, mentoring and athletic activities. SFCHA has agreements with Presbyterian Medical Services (PMS) to provide quality daycare for infants and children up to the age of five.

The Boys and Girls Club has a local outpost in the Hopewell-Mann area. The club offers children a myriad of sports activities, computer training, as well as tutoring and peer mentoring, and a nutritional summer lunch program. Santa Fe County Extension Office of the College of Agriculture and Home Economics will offer classes in health and nutritional education to parents and children often illustrating points with web-based technology. The Santa Fe Community College will provide long distance education training in GED, ESL, AutoCAD and New Media Literacy courses. Broadband will allow the college to bring proprietary software only available through the New Mexico Higher Education Department to our Community Computer Centers.

Just as Broadband has been a global equalizer, the Public Computer Centers have the potential to bridge divides in stressed local communities.

11. Small and Disadvantaged Business Involvement

SFCHA has contracted with Expert Computer Solutions (Asher Singer, proprietor) a local small business. The Company will be responsible for computer maintenance and upkeep as well as all new Information technology (IT) support. Expert Computer Solutions is certified in network engineering/administration by Cisco Corporation and Comp Tia with Network, certifications in Microsoft server and operating system administration as well as Comp Tia A+ certification in ECS in hardware repair. The Company will advise SFCHA during the computer procurement process.



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E. Project Benefits

E-1 – Expanding Broadband Public Computer Center Capacity

Public Computer Center Capacity, Including Areas and Populations Served

12. Public Computer Centers Availability

For maximum availability, the Centers will be open from 1:00 p.m. to 8:30 p.m. weekdays. Weekend hours will be set in consultation with community residents. No membership fees will be charged. All programming will be available in English and Spanish. Translation services will be available as part of programming. Telephone access via Skype will be available so that adopters can call families in countries of origin. Students from the Santa Fe Community College and the College of Santa Fe will work at the Centers for class credit. They will be role models for younger students.

Openness implies more than hours of availability. It is also an attitude of tolerance, empathy and generosity. Openness, for us, will also imply that the Centers provide space for community meetings and workshops tailored to meet needs as they arise. SFCHA will facilitate an ongoing feedback loops with adopters.

Experience tells us that the proposed community-based Public Computer Centers will attract different age groups at different times of day. In our experience, even the most easily distracted children, show extraordinary focus when exposed to New Media formats. Children help each other with homework and in learning programs. Neighbors begin to chat as they work at their computer stations. This is an extraordinary finding in neighborhoods suffering from high-density poverty and attendant rates of crime and harassment. When supplemented with experienced educators, arts programming, and compassionate social services, Broadband adoption in a cross-generational context, we believe, will facilitate a community-wide shift toward the psychological state of openness that is the essential precursor to all forms of learning, economic progress and social advancement.

Job Training and placement, a major concern for our residents, will be provided by our partners the Santa Fe Workforce Connection, SER Jobs for Progress, and YouthWorks. They will provide training that increases individual employment readiness and offer job placement whenever possible. Young people will be more equipped to get summer jobs, another community stabilizer.



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13. Restrictions on Public Computer Center Use

Classes will be offered according to income needs. As long as workstations are available no one will be denied Broadband access. All sites encouraging violence, racism, and/or the consumption of pornography will be prohibited. We will, therefore, monitor online activities of minors. The Centers will actively comply with the Child Internet Safety Act, which “requires educating minors about appropriate online behavior, cyber bullying awareness and response and proper ways of interacting with other individuals on social networking sites and in chat rooms.”

As required by the act, we will “adopt and implement a policy addressing: (a) access by minors to inappropriate matter on the Internet; (b) the safety and security of minors when using electronic mail, chat rooms, and other forms of direct electronic communications; (c) unauthorized access, including so-called “hacking,” and other unlawful activities by minors online; (d) unauthorized disclosure, use, and dissemination of personal information regarding minors; and (e) restricting minors’ access to materials harmful to them.”

14. Public Computer Centers Accessibility

Both Computer Centers will be constructed with full ADA accessibility.

15. PCC - Center Locations, PCC - Center Capacity, PCC - Size and Scope of Target Audience.

PCC - Center Locations & Center Capacity & Size and Scope of Target Audience.
Public Computer Center: Santa Fe Civic Housing Authority Public Computer Lab Address Line 1: 664 Alta Vista Address Line 2: City : Santa Fe State: NM Zip: 87505
Computer Center Name /Type: Santa Fe Civic Housing Authority Public Computer Lab Estimated # of Total Persons in your Service Area (or Specific Population Sub-Group): 213
Hours Open to Public: Average Hours Open to Public Per 120-hour Business Week: 15



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Proposed Hours Open to Public Per 120-hour Business Week:40
 Average Hours Open to Public Per 48-hour Weekend: 3
 Proposed Hours Open to Public Per 48-hour Weekend:4

Broadband Workstations:

Current # of Broadband Workstations: 7
 Proposed # of Broadband Workstations: 40

Facility Broadband Connection Speed (MBps):

Current Facility Broadband Connection Speed (MBps): .64
 Proposed Facility Broadband Connection Speed (MBps): 10.00

of Persons Served:

of Persons served per 120-hour business week (current): 25
 # of Persons served per 120-hour business week (proposed target): 105
 # of Persons served per 48-hour weekend (current): 2
 # of Persons served per 48-hour weekend (proposed target): 30

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 0-4
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69
Age Distribution: 70 and above



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Ethnicity or ethnicities
Ethnicity: Hispanic
Ethnicity: Non-Hispanic White
Ethnicity: Non-Hispanic Black
Ethnicity: Non-Hispanic American Indian
Ethnicity: Non-Hispanic Asian
Ethnicity: Non-Hispanic Hawaiian or Pacific Islander
Ethnicity: Non-Hispanic Other
Ethnicity: Two or More Races

Gender
Gender: Female
Gender: Male

Median Household Income
Median Household Income: Less than \$9,999
Median Household Income: \$10,000 - \$14,999

Educational Levels
Educational Levels: None
Educational Levels: Nursery school - Preschool



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Educational Levels: Elementary - Kindergarten - Grade 5
Educational Levels: Middle - Grade 6 to Grade 8
Educational Levels: Secondary - Grade 9 to Grade 12
Educational Levels: College

Disabilities status
Disabilities status : Blindness, Deafness or a severe vision or hearing impairment
Disabilities status : A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting or carrying
Disabilities status : A physical, mental or emotional condition lasting 6 months or more

Unemployment Rate
Unemployment Rate: 76.00

Language
Language : English - Primary
Language : English - Second Language
Language : Non-English Speakers

17. Public Computer Centers Outreach

Multi-pronged and on-going outreach will begin with door-to-door canvassing. Information packets, as well as periodically updated flyers and brochures will be provided to teachers and schools. Other agencies distributing information packets and flyers will include: Head Start, Boys and Girls Clubs, YouthWorks, SER Jobs for Progress, The Santa Fe Community of College, and The Department of Santa Fe Workforce Connections.



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We will provide local media, both television and radio, with Public Service Spots in Spanish and English. Programming will be sought on Public Access Television. A public relations campaign will seek feature coverage and editorial support from local newspapers and websites. Adopters from the Public Computer Centers will receive support in creating a bilingual website to which schools and socially conscious businesses will be encouraged to link. An entertaining website, including videos made by children’s and teens attending the Community Computer Centers, will speak directly to the youth market.

Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment

We propose the following peripherals and equipment: DELL OptiPlex 760 Ultra Slim Form Factor: DELL PowerEdge 840 or similar products, Rico Aficio 615C Color Copier/Printer/Scanner/Fax or similar product and Microsoft Office Professional software for each computer. Forigate 80C Firewall and Engenius ECB-9500 Wireless N Access point for each computer. Networking will allow for the set up and installation of the computer system in each Public Computer Center (means what??). Broadband hookup is at the Hopewell-Mann location is provided for in already allocated construction funds. We will to need to bring the Gallegos Lane Public Computer Center online. System reliability and security will be achieved utilizing Internet firewalls, anti-virus software, data backups and industry standard, best-practice procedures.

Our Informational Technology Support partner who has provided IT service to SFCHA for the last five years will implement a best practices technology plan that utilizes the best equipment within budgetary restraints.

19. Public Computer Centers Workstation Software

Each workstation will offer all standard software: Microsoft windows, Microsoft Office, Microsoft Word, Microsoft Office Excel, Microsoft Power Point, Adobe Reader Professional, Microsoft Office Professional and antivirus software. AutoCAD will allow students who are more visually than verbally oriented to gain skills for high paying jobs in drafting, design and



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architecture.

In partnership with local schools, we will purchase and install child and teen friendly tutorial software that will include enhanced graphics, educational games, and mathematics programs using music. The Centers will also subscribe to educational programming recommended by the public schools.

20. Public Computer Centers Training and Education Programs

English as a Second Language (ESL)

- *General Education Diploma (GED) in both English and in Spanish
- *How the Internet Works
- *Using the Internet for Research Purposes
- *Word Processing
- *Excel Spreadsheets
- *Power Point Presentations
- *Creating and Managing an E-Mail Account
- *Using the Internet to Research School Projects and Essays
- *AutoCAD
- *ACT/SAT Study Courses
- *Financial Literacy
- *Health Literacy

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption

A six-month door-to-door survey of our target populations revealed urgency for Broadband access that individual families cannot yet afford. Word-of-mouth will be our biggest ally in building an adopter-base that begins at the Public Computer Centers. We provide the space for a makeshift Computer Lab in two housing units in the Hopewell-Mann housing project set-aside specifically for this purpose. Residents, particularly students, mothers and the elderly, wait in line for access to one of our seven computers although the computers date back to the year 2000. The computers are old and slow and yet in great demand. We will have no difficulty increasing adoption rates. Instead, our challenge will be increasing capacity.

